

METHOD OF EMBEDDING PRODUCT INFORMATION ON A DIGITAL VERSATILE DISC

Abstract

A method of advertising products utilizing the standard digital versatile disc (DVD) format incorporated by virtually all home DVD players. The method includes presenting purchasing information within a DVD having video content such as movies, documentaries, music videos, and the like. A product sought to be sold is identified within the video content and viewer-selectable options generated within the menu hierarchy permit the user to obtain additional information on the product.